

ORDER

KSNV

Orders
Order / Rev: 106763
Alt Order #: 06853839
Product Desc: DCCC.OCEGUERA
Estimate: 1817
Flight Dates: 09/19/12 - 09/25/12
Original Date / Rev: 09/18/12 / 09/20/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DCCC/Oceguera *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	34	\$21,015.00	\$17,862.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$21,015.00	\$17,862.75	0.00
Totals	34	\$21,015.00	\$17,862.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	22%	\$21,015.00
Market	100%	\$95,522.73

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$23,880.68
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$23,880.68
KTUD	1%	\$955.23
KVVU	25%	\$23,880.68
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,910.45

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/19/12	09/25/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	MTWTF--			2			\$325.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/19/12	09/25/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/12	09/25/12	MTWTF--					2	\$325.00		0.00			
E 2	KSNV	09/19/12	09/25/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/12	09/25/12	MTWTF--					2	\$650.00		0.00			
E 3	KSNV	09/19/12	09/25/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/12	09/25/12	MTWTF--					2	\$850.00		0.00			
E 4	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURM News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
E 5	KSNV	09/22/12	09/22/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$625.00		0.00			
E 6	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUND&M News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$325.00		0.00			
E 7	KSNV	09/23/12	09/23/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$625.00		0.00			
E 8	KSNV	09/19/12	09/25/12	M-F Today Show II 3rd H&M M-F Today Show II TODAY SHOW II	CM	9-10a	MTWTF--	:30	2	\$350.00	1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/12	09/25/12	MTWTF--					2	\$350.00		0.00			
E 9	KSNV	09/19/12	09/25/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/12	09/25/12	MTWTF--					2	\$425.00		0.00			
E 10	KSNV	09/19/12	09/25/12	The Doctors The Doctors THE DOCTORS	CM	2pm-3pm	MTWTF--	:30	2	\$175.00	2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/12	09/25/12	MTWTF--					2	\$175.00		0.00			
E 11	KSNV	09/19/12	09/25/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/12	09/25/12	MTWTF--					1	\$600.00		0.00			
E 12	KSNV	09/19/12	09/25/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) NEWS 4 AT 430P	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/12	09/25/12	MTWTF--					1	\$700.00		0.00			
E 13	KSNV	09/19/12	09/25/12		CM	5-630p	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News											
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	MTWTF--					4	\$1,000.00		0.00			
E 14	KSNV	09/22/12	09/22/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				News 3 Today - SAT											
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
E 15	KSNV	09/19/12	09/25/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	MTWTF--					2	\$1,100.00		0.00			
E 16	KSNV	09/19/12	09/25/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	MTWTF--					2	\$425.00		0.00			
E 17	KSNV	09/19/12	09/25/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Wheel of Fortune											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	MTWTF--					2	\$1,000.00		0.00			
E 18	KSNV	09/19/12	09/25/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Jeopardy											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	MTWTF--					2	\$1,000.00		0.00			
E 19	KSNV	09/19/12	09/25/12	Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	1	\$40.00	3	0.00	NM	1	\$40.00
				Last Call w/Carson Daly											
CARSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	MTWTF--					1	\$40.00		0.00			
E 20	KSNV	09/19/12	09/25/12	Face to Face w/ Ralston	CM	730-758pm	MTWTF--	:30	2	\$400.00	2	0.00	NM	2	\$800.00
				Face to Face w/ J.Ralston											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	MTWTF--					2	\$400.00		0.00			
													Totals	34	\$21,015.00